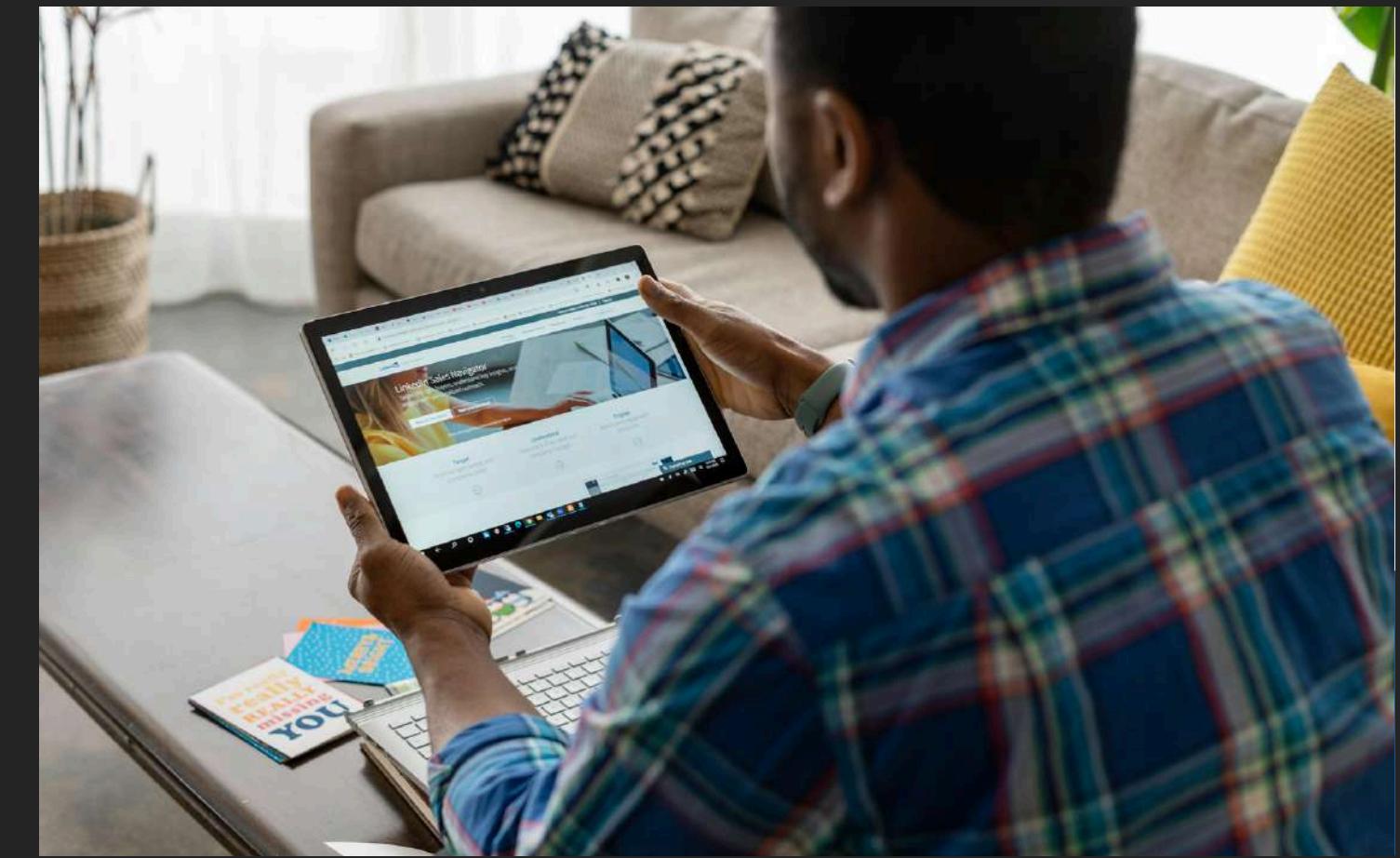




LinkedIn Reimagined

Empowering creators with **data-driven insights** for better **content quality and user engagement**



What is LinkedIn?

- *To create economic opportunity for every member of the global workforce* -

LinkedIn is a professional networking and career development platform designed to **connect individuals and businesses** within the community, building their professional presence.

Key Features:



Profile Building



Networking



Job Searching & Hiring



Content Sharing



Skills Development



Business Pages & Advertising



1B+

members
worldwide

65m+

searching for
jobs every week

13K+

connections
made per minute

LinkedIn's Numbers in Content Space

11m+

people have
activated the
Creator Mode

3m+

people **post**
weekly on LinkedIn

1.7m+

feed updates
viewed every
minute

37%

More **comments**
year-over-year

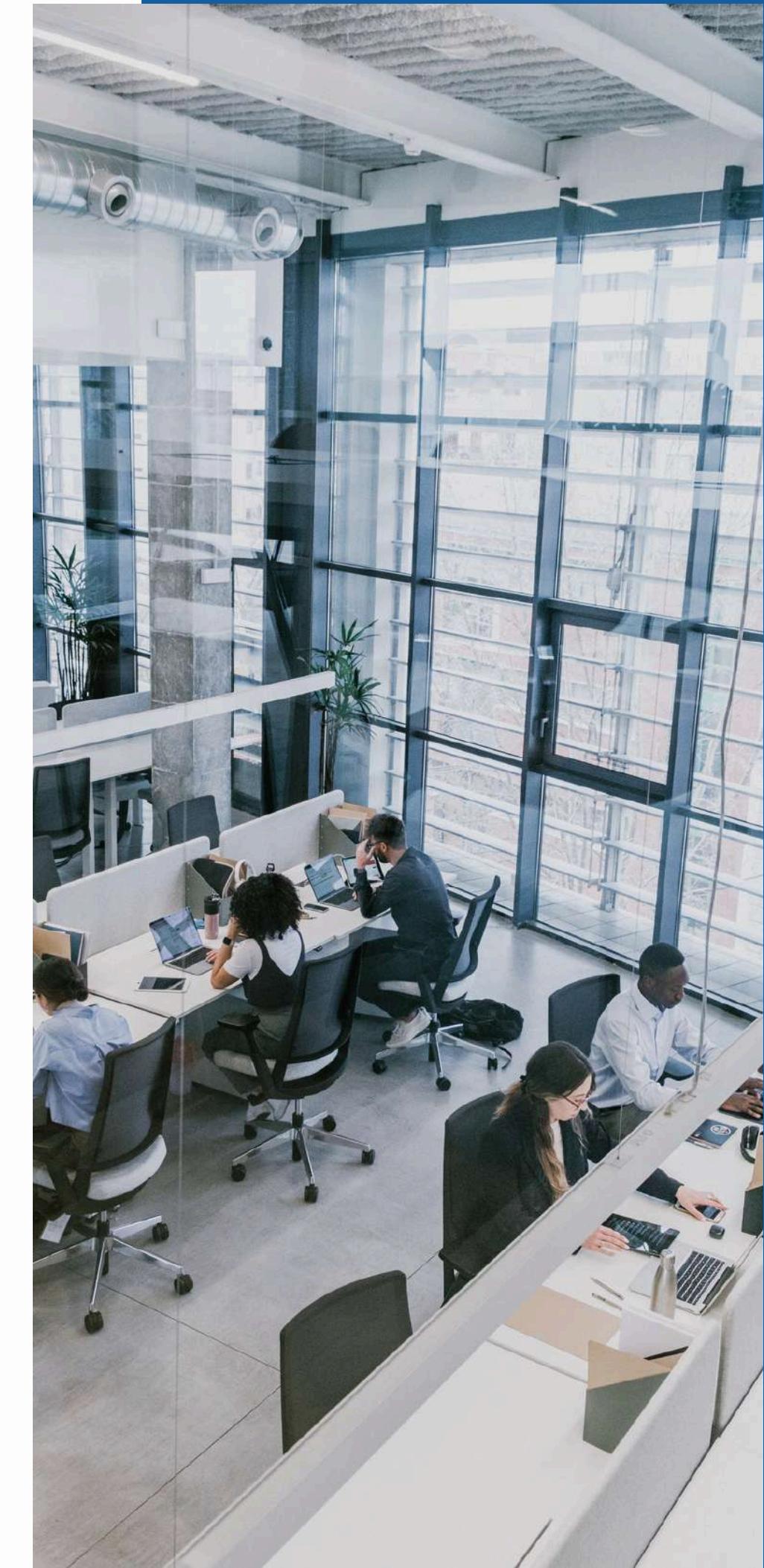
5x

Video content
gets 5x **more**
engagement than
other formats

44%

growth in **LinkedIn**
engagement rate,
reaching 3.85% in
2024

Source: [LinkedIn](#) & [Articles](#)



SWOT Analysis in Content Space



Strengths



- World's largest professional network (1 billion+ users)
- Trusted platform for credible industry insights
- Diverse content formats including newsletters
- Highly targeted professional audience, content reaches decision-makers and industry leaders
- Higher quality engagement to enhance profile visibility and develop professional branding



Opportunities



- Growing demand for professional content for upskilling and staying relevant to the industry
- Untapped creator market with creator adoption (<5%)
- Platform development to introduce creator-centric features and improve analytics capabilities

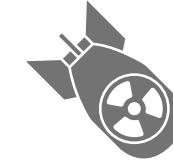
Weaknesses



- Limited analytics and insights for individual creators
- Unclear on content algorithm
- Limited monetization options and revenue streams
- High drop off rate among new content creators
- Cluttered dashboard UI and fragmented across multiple sections

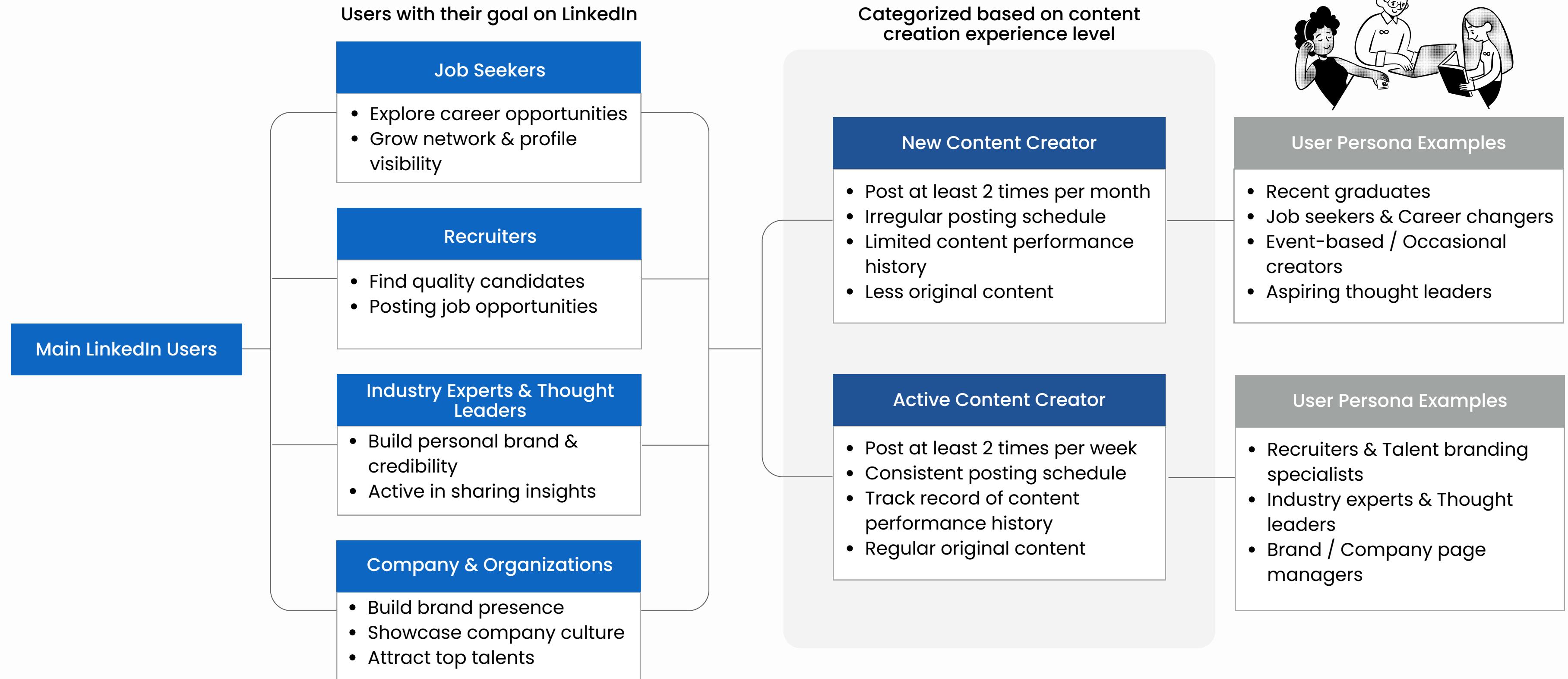
UI refers to user interface

Threats



- Emerging competing platforms for professional content
- Frequent algorithm changes affecting creator success
- Challenge of maintaining content quality in competition
- Content fatigue among users
- Risk of content violations and misinformation

Who are on LinkedIn?



User Segment - New & Active Content Creator



User Persona Examples - New Content Creators

- Recent graduates & Job seekers & Career changers
- Event-based / Occasional creators
- Aspiring thought leaders



User Persona Examples - Active Content Creators

- Industry experts & Thought leaders
- Brand / Company page managers
- Recruiters & Talent branding specialists

JTBD - Functional

- Build a personal brand and profile visibility among recruiters
- Engage with posts through likes, comments, shares and reposts
- Posting around milestones but not consistently

JTBD - Functional

- Build professional connections, credibility and share industry insights
- Consistent posting with diverse formats (articles, polls, carousels)
- Track content performance with analytics
- Actively engages in discussions, commenting others' posts

JTBD - Social & Emotional

- Gain recognition and validation from peers and connections
- Build confidence in expressing professional insights, growing the network

JTBD - Social & Emotional

- Strengthen industry presence and influence, focusing on content quality
- Foster a community of loyal engaged followers

Challenges

- Difficulty generating new content ideas
- Limited understanding of analytics to measure performance
- Uncertainty about audience preferences
- No data-driven guidance throughout the content creation process
- Low motivation for consistent posting

Challenges

- Inadequate LinkedIn analytics compared to other social media platforms to refine their content strategy
- Difficulty understanding why some posts perform better
- Uncertainty about LinkedIn's algorithm for content promotion
- Nested navigation to analytics dashboard that is less user-friendly



We prioritized active content creators over new starters because with their **established audience bases**, they can drive **consistent engagement and predictable growth** on LinkedIn, while **mitigating the high drop-off risk** of new creators.

Content Creation Journey of an Active Content Creator

(Based on primary and secondary research)

	Goal	Challenges	Potential Data Needed
Ideation & Brainstorming	<ul style="list-style-type: none">Discover relevant and trending topics and engaging formats for content creation	<ul style="list-style-type: none">No visibility into trending industry topicsUnclear what competitors are succeeding with	<ul style="list-style-type: none">Trending topicsKeyword popularity trackingCompetitors content analysis
Content Creation	<ul style="list-style-type: none">Craft high-quality content that resonates with the audience well	<ul style="list-style-type: none">Unknown audience preferences & behavioursLack of A/B testing metrics for visuals/headlines	<ul style="list-style-type: none">Format performanceAudience preferenceA/B testing tools
Posting & Distribution	<ul style="list-style-type: none">Maximize content reach and visibility	<ul style="list-style-type: none">Visibility struggles due to unpredictable algorithmHard to identify the optimal posting timeLack of real-time feedback	<ul style="list-style-type: none">Suggestions to improve the post visibilityAudience activity insightsReal-time engagement insights
Performance Analysis	<ul style="list-style-type: none">Understand content effectiveness and audience response for future content	<ul style="list-style-type: none">Limited engagement insightsUnclear value of different interaction typesNo audience retention data	<ul style="list-style-type: none">Engagement by meaningful interactionsAudience retention metrics
Optimization & Strategy Planning	<ul style="list-style-type: none">Refine approach based on data-driven insights	<ul style="list-style-type: none">Limited competitor benchmarkingLack of feedback loop from audienceUnclear conversion impact	<ul style="list-style-type: none">Competitor benchmarkingAudience growth trendComment Sentiment analysisContent conversion tracking

What's the Goal?



Empowering creators with data-driven insights for better content quality and user engagement

Key Problems



Lack of detailed insights limits creators from capturing the right performance drivers for meaningful engagement



With a **weak engagement loop with audience**, creators **lack clarity of their audience insights**, making it difficult to create targeted content to the audience and spark meaningful discussions



Creators **lack data driven and actionable recommendations** to improve their content, struggling from trial-and-error approach

Expected Outcome

- All key metrics for content performance drivers will be presented on the analytics dashboard.
- **Increase in users** actively using the analytics dashboard over time.
- **Growth in content on the platform** (e.g. overall engagement rate, follower growth, conversion) after releasing the dashboard.
- Integrating the **recommendation engine with high accuracy** into the analytics dashboard.

Metrics Brainstorming Time

Explore the full list of the brainstorming metrics at the report here [\[Click Here\]](#).



METRICS

Lack of Detailed Insights

Engagement rate by content format, type of interactions (reactions, comments, reposts)

Content violation analysis

Content virality score (Shares/Impressions)

Thought leadership metrics:
Top mentions, Number of mentions

Competitor Insights by engagement rate, audience growth, content type, top performing posts, industry benchmark

Competitors leaderboard by engagement rate

- Worldwide
- Your Location

Collaboration recommendations of content creators

Conversion generated from posts:

- Connection requests
- Messages received
- Profile views
- Custom buttons click-through-rate

Weak Engagement Loop with Audience; Lack Clarity of Audience & Behaviour Insights

Engagement rate by deep audience segmentation (e.g. device used) filtered by interesting viewers, visitors, followers

Engagement rate by traffic source: feed, search traffic, external traffic, reposts

Detailed follower analytics: audience growth, drop off, retention rate

Content posting optimization: Best day & time, frequency to post, post length

Average watch time/ Dwell time, scroll depth

Comment/Repost sentiment analysis

Comment depth analysis:

- Average comment length
- Average number of replies per comment

Audience interests:
Top 5 topics / keywords searched within your audience

Audience overlapping rate with competitors

Lack Data Driven Actionable Recommendations

A/B testing on visuals, headlines, formats:
"Your post with thumbnail A is getting 50% more watch time."

AI-driven content recommendations that assess all past performance and identify successful patterns

Predictive analysis on content performance based on past insights – before posting:
"Your post is likely to get 5% more shares if it includes a question."

Performance comparison by posts:
"Your recent long-form posts outperform short ones by 50%."

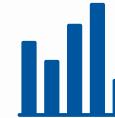
Live engagement tracking within 24 hours after posting

Advanced content repurposing suggestions:
"Turn your top performing post into a LinkedIn article or a video."

Brief explanations for key insights:
"This graph shows most users stopped watching at 0:05. Try adding a CTA at 0:05."

Metrics Prioritization

This prioritization framework evaluates key content performance metrics based on (i) Direct impact to decisions, (ii) Ease of interpretation and actionability

Problems	Metrics	Direct Impact to Decisions	Ease to Interpret & Act	Total
 Lack of Detailed Insights <ul style="list-style-type: none">• Limits creators from capturing the right performance drivers for better engagement	<ul style="list-style-type: none">• Engagement rate by content format, type of interactions• Conversion generated from posts• Competitor analysis & industry benchmarking metrics• Content virality score <ul style="list-style-type: none">• Content violation analysis• Collaboration recommendations of content creators• Thought leadership metric: Top mentions / Number of mentions• Competitor leaderboard	5 5 5 4 2 3 2 1	5 5 4 4 3 2 2 2	10 10 9 8 5 5 4 3
 Weak Feedback Loop; Lack Clarity of Audience & Behaviour Insights <ul style="list-style-type: none">•	<ul style="list-style-type: none">• Engagement rate by deep audience segmentation, traffic source• Follower analytics: audience growth, drop off, retention, traffic source• Best day & time, frequency to post, post length, call-to-action• Audience interests (topics, hashtags)• Average watch time / Dwell time• Comment/Repost sentiment analysis <ul style="list-style-type: none">• Comment depth analysis• Audience overlapping rate with competitors	5 5 4 5 4 4 2 2	5 5 5 4 5 3 3 2	10 10 9 9 9 7 5 4
 Lack Data Driven Recommendations <ul style="list-style-type: none">• Creators struggle from trial-and-error approach	<ul style="list-style-type: none">• AI-driven recommendations that identify successful patterns• Live engagement tracking within 24 hours after posting• Predictive analysis on content performance <ul style="list-style-type: none">• Advanced content repurposing suggestions• A/B testing metrics on visuals, headlines and formats• Brief explanations for key insights	5 5 5 3 4 2	5 5 4 4 2 3	10 10 9 7 6 5

Explore the full list of metrics with justifications at the report here [\[Click Here\]](#).

Touchpoints

Touchpoint 1:

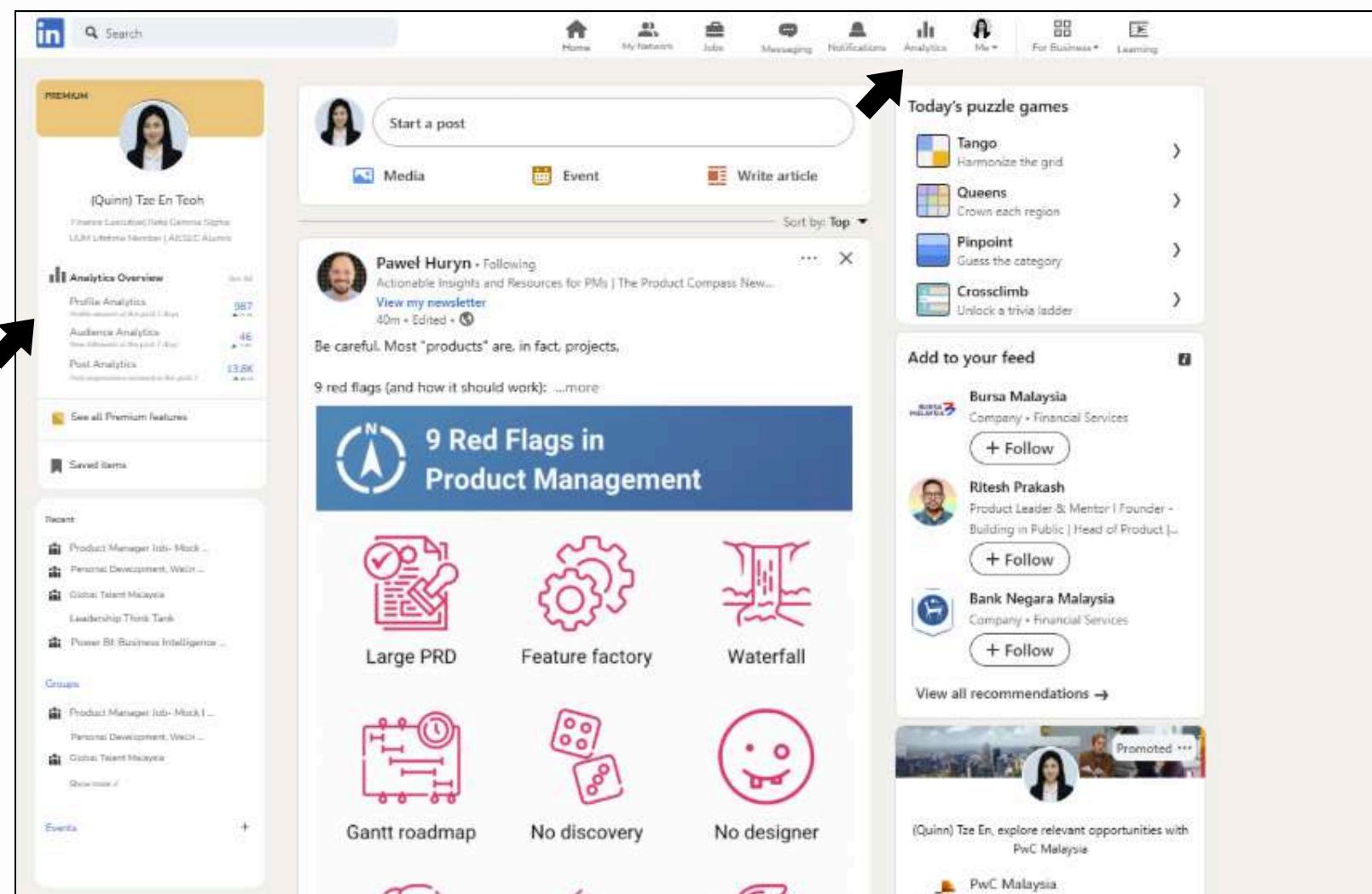
Existing touchpoint but streamlined metrics display with direct performance insights on the left sidebar profile

Touchpoint 2:

New touchpoint to introduce a new icon for Analytics on the top navigation bar for one-click dashboard access

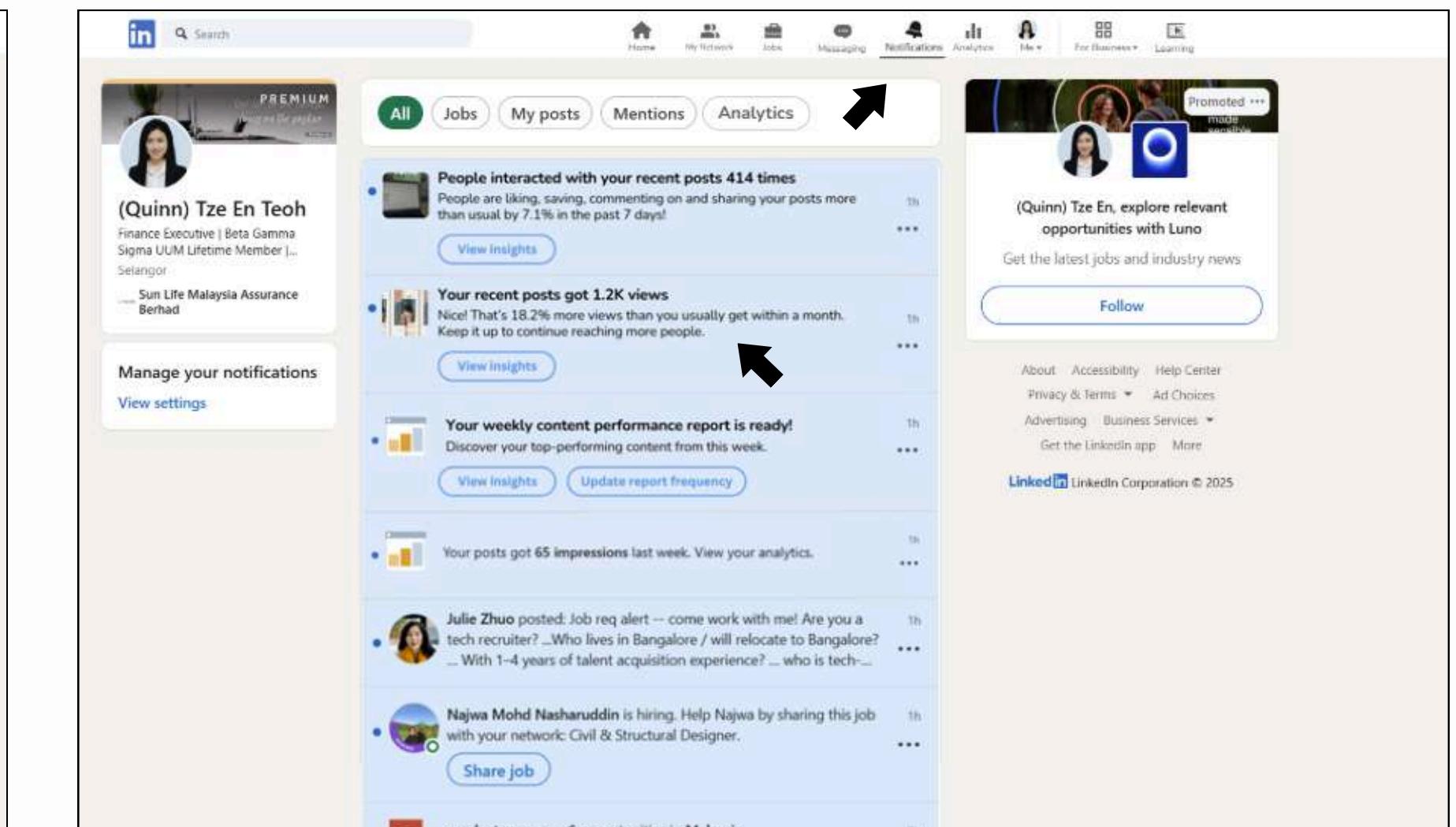
Touchpoint 3:

New touchpoint to deliver notifications for single post performance insights, weekly report notifications with customizable frequency settings



This screenshot shows the LinkedIn profile page for Quinn Tze En Teoh. The left sidebar displays the 'Analytics Overview' section, which includes 'Profile Analytics', 'Audience Analytics', and 'Post Analytics'. The top navigation bar includes the 'Analytics' icon. A black arrow points to the 'Analytics' icon in the top bar, and another black arrow points to the 'Analytics' section in the sidebar.

Touchpoint 1 & 2

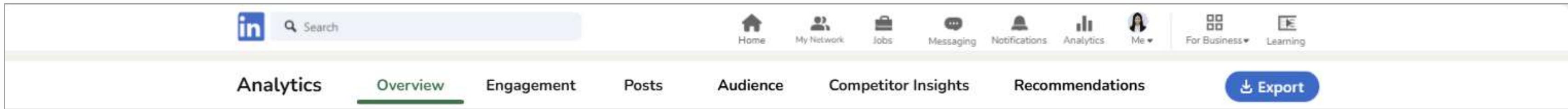


This screenshot shows the LinkedIn profile page for Quinn Tze En Teoh. The top navigation bar includes the 'Analytics' icon. A black arrow points to the 'Analytics' icon in the top bar. The main content area displays a performance dashboard with various metrics: 'People interacted with your recent posts 414 times', 'Your recent posts got 1.2K views', 'Your weekly content performance report is ready!', and 'Your posts got 65 impressions last week'. Each metric has a 'View insights' button. The LinkedIn footer is visible at the bottom.

Touchpoint 3

Wireframes

This wireframe showcases an updated dashboard navigation, now featuring key sections like: Overview, Posts, Audience, Competitor Analysis, and Recommendations, integrating detailed data insights across all sections for a comprehensive view.



Overview: Provides quick profile performance summaries for at-a-glance monitoring

Engagement: Enables post optimization with deep engagement analysis and content effectiveness insights

Posts: Identifies best content formats for maximum audience interaction and overall engagement understanding

Audience: Tracks growth and demographics, delivering insights for targeted audience expansion

Competitor insights: Drives competitive strategy by benchmarking performance against top competitors

Recommendations: Delivers actionable insights for content success, optimizing posting strategies

Explore the full wireframe on Miro [\[Click Here\]](#) for a deeper understanding of the new LinkedIn analytics dashboard.

Success Metrics to Track

> 60% users

User Adoption Rate

(% of users actively visiting the analytics dashboard over time)

2-3 times / week

Frequency of Dashboard Usage

(% of users returning to the analytics dashboard for insights)

> 20% increase

Content Creation Growth

(% of growth in content on the platform after releasing the dashboard)

> 80% positive

User Satisfaction

(Satisfaction score based on creator feedback on the dashboard)

Primary Metrics

> 70% users

interact with > 1 section

Section Usage Rate

(% of users engaging with key sections on the dashboard e.g. competitor insights)

> 40% content

Recommendation Adoption Rate

(% of content adopting suggested best practices and patterns e.g. best CTA)

> 5 minutes / session

Time Spent on Dashboard

(Average session duration on the analytics dashboard per visit)

< 30%

Dashboard Abandonment Rate

(% of users exiting the analytics dashboard within 1 minute)

> 95% accuracy

Recommendation Accuracy Rate

(% of recommendation inaccuracy reported)

Supporting Metrics

Guardrail Metrics

How to measure the success of the project?

- With increased User Adoption Rate (>60%), we expect a **rise in the number of active content creators from 5% to 10%**, leading to a more data-driven approach to content creation, resulting in higher engagement rates and improved content quality across LinkedIn.
- With Content Creation Growth projected more than 20%, we anticipate **a higher audience engagement** with consistent increase in **high-quality professional content**, leading to stronger thought leadership presence, and enhanced platform credibility.
- With Section Usage Rate surpassing 70%, we anticipate users **engaging more with all sections on the analytics dashboard**, leading to optimized posting strategies, higher content virality, and improved audience reach.
- With stronger Follower Retention Rate, we expect a **more loyal follower base**, as content creators gain better insights into audience preferences, leading to increased trust, engagement, and repeat interactions on their posts.

Source: LinkedIn

Success Metrics of the Touchpoints

> 60% users

Click-through-Rate

(% of users click the analytics on the feed / icon / notifications)

> 15% increase

Average Time Spent

(Average time spent on the dashboard post click)

> 10% increase

Engagement Rate

(% of users taking actions after landing to the dashboard)

- The touchpoint with the **highest CTR and user engagement** is the most effective, indicating strong user interest and retention.
- A touchpoint with a **low CTR suggests a need for improvement** in placement or user experience.
- If users **enter through one touchpoint but return via another**, it highlights the importance of having multiple entry points and their **collective effectiveness in user retention**.

Primary Metrics

How We Measure

Thank you!

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Teoh Tze En
(Quinn)

[linkedin.com/in/quinnteohzeen/](https://www.linkedin.com/in/quinnteohzeen/)

Explore the full report here [\[Click Here\]](#).